

E-MAIL HAS BECOME RICH SOURCE OF EVIDENCE IN LAWSUITS

Warns the monthly *Computing & Communications Law & Protection Report*:

- Some e-mail users send messages that are demeaning, abusive, discriminatory, or simply "untouched by human thought."
- Lawyers refer to these messages as "hot documents" because such potentially incriminating statements can provide an opening to possible liability & litigation.
- Remember: E-mail systems provide not only message transmission, but offer logging & tracking of messages flowing thru an organization & between org's -- a complete audit trail of who is sending what to whom. And a road map to finding possible litigious statements, or tracing a decisionmaking process to determine accountability.

Report has developed an "E-Mail Policy Guide" on how to avoid language & acts via e-mail that could infer defamation, discrimination, harassment or invasion of privacy, as well as control & limit the disclosure of damaging e-mail info. ("Guide" is \$10 from Assets Protection Publishing, P.O. Box 5323, Madison, Wisc 53705-0323; 608/231-6730)

ITEMS OF IMPORTANCE TO PRACTITIONERS

Women In Communication's 1997 Vanguard Institute to run June 20-22.

"We believe vanguards lead by example. The Vanguard Institute is a specialized program held in honor of individuals who use an inclusive style of leadership within the profession. Content of the Institute addresses both business & communication trends, issues, ethics & technology. It also provides an opportunity for participants to informally discuss their profession, roles & responsibilities as organizational & societal leaders," explains Karen Carnahan, Foundation's chair. While attendance is by invitation only, anyone interested in receiving additional info about this year's Institute, including attendance criteria, may contact the Foundation office (6900 Newman Rd, Clifton, Va 20124-1613; 703/803-3728; fax 703/803-3729)

Reebok celebrates a decade of commitment to human rights. Reebok *Making A Difference* (11x17" 4-pgs), tells the 9th annual Reebok human rights awards receivers' stories -- life & death struggles, torture & imprisonment. Front page highlights Reebok's involvement since 1986 when it withdrew from South Africa in support of a move to end apartheid. Since '88, when Reebok established its annual human rights awards, it has honored 52 people from 26 countries. Writes CEO Paul Fireman: "A responsible corporation has to take account for something bigger than its core business. Included in Reebok's written goals is our commitment to human rights. I feel a personal commitment to leading a company which will make a difference." Pub'n includes a call to action: to write letters to free 4 imprisoned Reebok award winners. Example of the effectiveness of letter writing: 24-yr-old David Moya of Cuba ('90 award recipient) had been a prisoner of conscience for 7 yrs but, after receiving letters from thousands of people around the world, the Cuban gov't released him. (Copy from Reebok, 100 Technology Center dr, Stoughton, MA 02072)

GAMES SUBSTITUTE HANDS-ON EXPERIENCE FOR MERE MESSAGES

That's what it takes if you want to educate publics, advises Cooperative Extension Service based on a) its own experience training farmers in the use of constantly evolving science & equipment, & b) research it has sponsored on diffusion process. CES found effectiveness of learning increases as one moves from listening ... to seeing ... to doing:

People remember:	20% of what they are told
	30% of what they see
	50% of what they see & hear
	70% of what they say
	90% of what they do

GAMES = DOING

... thus are among the most effective learning techniques. They are a personal, participative, hands-on & in-depth communication tool (see [pr](#) 3/14/94, 8/20/90 & 4/4/88). Two current examples:

PR FIRM'S GAME TEACHES STEPS TO SUCCESS

"I wanted to demonstrate to everyone in our firm that they are empowered to make it successful. That their success is not dependent on the firm being successful itself, but on each individual contributing to that success," Jim Pringle of Pringle Dixon Pringle told [pr](#). He created a game ("PDP: The Agency Game") based on the logical progression of life in a firm. How to play:

- Each space on game board represents a week in the life of the firm.
- To complete a year, players must go around the board twice.
- Each space players land on has a corresponding card & category (account service, pr, media, creative, production, traffic, accounting, new business development, account wins & losses, teamwork).
- Cards illustrate a real situation: "Timesheets are turned in on a daily basis. Increases firm profitability by \$12,000. Enough to lease new state of the art telephone system. Score +25 points." There are positive & negative scores based on outcome of scenario on each card.

Game was played by staff at the January annual meeting...twice. First time, cards were based on not changing any operations from '96. Second time, "we showed employees that if we made a few changes -- a little tighter with controls, a little more aggressive in new business, a little



more innovative individually -- if they were empowered to think more for themselves on behalf of the firm, how much better we could score. The score was much higher the second time around." Game will be played again in June creating new playing cards based on firm's past 6 months -- what was done well, what could have been done better.

"I'm seeing a difference in people's attitudes about how they view their contribution to the firm. They're becoming more assertive & bringing ideas to management. We all 'play' it every day because everything we do has an effect on the firm. And the game board demonstrates this." (More info: 404/688-6720; fax 404/577-5270; e-mail pringle@atlanta.com)

SEARLE'S WEB SITE INCLUDES A GAME

"The Pipeline Game" allows visitors to experience the challenge of drug development -- from discovery to market clearance. The brainchild of Jack Domeischel, vp corp com'n, & Pam Rasmussen, dir corp com'n, game shows the enormous amount of time, effort & financial risk involved. It "answers many questions the public has about why drugs cost what they do & why they can take so long to get to market," explains Phillip Needleman, pres of R&D, Searle. How to play:

- Game begins with players choosing a medical condition to target.
- Then players identify a viable lead compound & proceed thru various stages of clinical development. After the 3 early stages, players move on to safety testing & 3 phases of clinical trials in humans, before submitting a hypothetical New Drug Application to the FDA for marketing consideration.
- Multiple obstacles are thrown in players' paths. They may require players to return to earlier development stages to work out potential problems; or go all the way back to lead compound selection for a new chemical agent. Players must also make decisions along the way that may come back to haunt them.

Beside educating consumers, game may be a resource for people within the industry -- from consumer advocates to medical schools. "We wanted our site to be a home page with a purpose -- one that transcends the standard online annual report format." (Visit it at <http://www.searlehealthnet.com>)

NEW STUDY BY MEDIA LEADER FINDS MEDIA NOT BELIEVED

While 53% believe all or most of what their local tv anchors say, that declines to 45% for network tv news anchors, 31% for newspaper reporters & 15% for radio talk-show hosts, finds a Newseum survey by Roper Ctr for Public Opinion Research. (1,500 people were surveyed in Jan.)

By comparison, 73% trust most or all of what a minister, priest or rabbi says; 70% medical doctor; 29% the president; 23% a lawyer. Other findings:

- **Ethical standards are lacking.** 19% believe newspaper reporters have high/very high ethical standards; 19% tv reporters; 10% radio talk-show hosts. By comparison, 68% teachers; 60% medical doctors; 15% elected officials; 15% lawyers; 13% corp execs; 3% car sales people.

OTHER TURN-OFFS: News is too...	Major Problem	Minor Problem	Not A Problem	Don't Know
Sensational Manipulated by special interests	65%	26%	8%	2%
Biased	63	26	9	2
Negative	52	34	12	2
Superficial	47	33	19	1
Inaccurate	39	41	17	2
	38	45	14	3

- **"Surprisingly, what bothers people most about journalists is not that they favor a 'liberal point of view,' but insensitivity to people's pain when covering disasters & accidents (82% expressed concern).**
- **Paying too little attention to** a) issues of concern to young people, b) using unidentified sources & c) offering their own opinions, and spending too much time on the personal lives of public officials, is of much more concern than journalists' perceived liberal bias."
- **Reporting is often improperly influenced,** say respondents, by a) desire to make profits (63%); b) interests of corporate media owners (54%); c) advertisers (54%); d) big business (49%); e) elected officials (39%).
- **Of most interest is news about where they live** (63% are extremely/very interested). Other interests: crime (68%); environment (59%); what local gov't is doing (54%); national news (52%); national gov't news (48%); world news (39%); business & money issues (36%); sports (33%); arts (25%); political campaigns (20%).
- **On a positive note: 18-29 yr-olds say they need news more & their need is increasing.** They give their primary news sources high ratings & trust them more than older respondents tend to. They also get news differently than older folks -- 10% get news daily from the Internet, 30% get news there at least once/week.
- **80% see the role of the news media as "crucial to the functioning of a free society."** But few know freedom of the press is a right guaranteed by the 1st Amendment. 30% can't name any 1st Amendment rights.
- **34% say freedom of the press should be protected under all circumstances.** But 65% say there are times, even if rare, when press freedom should be restricted.

Building relationships is the Newseum's goal. It "hopes that by taking visitors behind the scenes to experience how & why news is made, & by creating a place where the public & journalists can talk with one another, it can foster greater understanding between them." To feed the ongoing discussion, people can register their opinions on its web site (www.newseum.org) & at interactive polling stations in the Newseum. Located in Arlington, Va, & due to open next month, the Newseum is funded by The Freedom Forum.